

# Your Complete Guide to Choosing the Right Paid Media Strategy



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Adopting any new digital channel always comes with a learning curve, and paid media is no exception. Given that [24% of marketers](#) use paid advertising to improve sales, it can feel intimidating to embrace it as a strategy given the competition and cost.

If you're brand new to paid advertising, remember that adding at least one [paid media channel](#) to your digital toolbox has become essential to influencing consumers online and driving results. Don't believe us?

## Take a look at the [numbers](#).



**32%**

of marketers use paid advertising to increase brand awareness.



**75%**

of people say paid ads make it easier to find what they need.



**50%**

more likely to buy than organic visitors versus Paid-Per-Click (PPC) visitors.



**80%**

increase in brand awareness through search ads.



**90%**

of consumers to make a purchase because of advertisements influence.

# Top-5 Paid Media Tools for Digital Marketers



## 1 GOOGLE ADS

Google Ads is one of the best tools for lead generation and increasing brand awareness. About [80% of companies](#) use Google Ads to gain the attention of [Google's 4.3 billion users](#) through paid advertising.

It's a go-to platform due to its versatility and reach, making it the ideal paid media tool for any business. Depending on your choice, advertisements appear in Google Search, Maps, YouTube, and companion sites like Gmail or elsewhere.

### Essential Google Ads to Use:

- **Search Campaigns:**  
These are text ads that show up on search pages and intersect with user search queries. These are great for boosting sales or increasing leads since they get in front of users already searching content related to your product or service.
- **Local Campaigns:**  
These are ads designed to encourage in-person visits and appear in Search, Display, Google Maps, and YouTube.
- **Display Ads:**  
These ads serve images based on the keywords used during a search. Display Ads are great for increasing brand awareness and enticing website visits.

### How to Launch a [Google Ad](#):

Organize your account > Set your budget > Pick your keywords > Set keyword match types > Set landing pages > Choose device types > Write ads > Connect to Google Analytics > Monitor and tweak

### The Benefits of Google Ads:

- **Ad Targeting:**  
Tailor your ads to specific interests, keywords, locations, devices, or demographics.
- **Control Spending:**  
Run custom PPC campaigns based on daily budgets, bids, keywords, etc.
- **Up Conversions:**  
After using Google Ads, William Sonoma saw a [70% increase in sales](#).
- **Access to Data:**  
Make data-informed decisions by understanding how your customers engage with your ads.
- **Increase Brand Awareness:**  
Search ads can increase [brand awareness by 80%](#).
- **Boost Website Traffic:**  
Direct searchers to your website by offering paid advertisements tailored to keywords and search intent.

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# LINKEDIN ADS

LinkedIn was named the [#1 rated platform](#) for Business-to-Business (B2B) companies looking to grow leads.

Now, suppose you're a Software as a Service (SaaS) company looking for B2B leads or a company looking to recruit rockstar hires. In that case, LinkedIn Advertising needs to be a part of your paid media strategy due to its rich user base of business professionals actively seeking content related to their career.



### LinkedIn Ad Placements to Know:

- **Sponsored Content:**  
These ads appear in the newsfeed presented as videos, carousels, images, or event advertising.
- **Dynamic Ads:**  
These allow you to promote text ads, showcase a product or event, or acquire followers through dynamic content.
- **Lead Gen Forms:**  
These allow you to advertise pre-filled out forms to potential leads.
- **InMail Advertising:**  
These allow you to communicate or message professionals over LinkedIn's direct messaging service.

### How to Launch a LinkedIn Ad:

Pick an objective > Choose your targeting  
> Select an ad type > Set a budget and schedule content > Monitor and optimize

### LinkedIn Campaign Best Practices

- Personalize ad content for different job functions and specialties
- Segment and test different combinations of job titles, member groups, member skills, etc. to determine how to best achieve your goals
- Get creative with LinkedIn's various ad placement options to stand out from other advertisers

### LinkedIn Advertising by the Numbers:

- LinkedIn has over 750 million users globally.
- An ad on LinkedIn can reach [14.6% of the world's population](#).
- Businesses experience a 33% increase in purchase intent when using LinkedIn advertising.



Facebook owns Instagram, which is why both these platforms work seamlessly using just one Ads Manager. Paid media best practices recommend running both placements in tandem.

## Facebook Ads

With over [2.9 billion](#) users, Facebook continues to be the most suitable social advertising platform for any business looking to increase brand awareness and website visits. And like Google Ads, Facebook's social advertising offers granular audience data that makes targeting fairly versatile that surfaces results, even as privacy restrictions tighten.

For example, we used Facebook Advertising to [double e-commerce revenue](#) for a leading interior design company. After partnering with Park City Lodging, we also used Facebook to improve our social [ROAS by 16,256%](#). If you don't know where to start, here are a few tips on how to use Facebook Advertising to increase brand awareness and website traffic.

### Facebook Campaign Best Practices:

- Test targeting techniques to find the best way to reach your audience
- Tailor calls to action for your objective to inspire action from targeted users
- Personalize content for your target audience to capture attention and drive conversions

### Facebook Advertising Stats

- Facebook US ads could surge by 15.5% year-over-year in 2022.
- Half of users look to Facebook Stories for new products.
- Facebook ads have the potential to reach 2.11 billion users.



## Instagram Ads

Instagram has become a fantastic resource for e-commerce brands looking to increase brand awareness or convert customers, particularly if you wish to elevate your marketing visually. Boasting over [1.22 billion monthly users](#), adding this platform to your paid social strategy surfaces unlimited potential for businesses to show off products or services over ad sets like Stories, videos, and image posts.

### E-Commerce Brands that Should Use Instagram Advertising:

- Apparel
- Food & Beverage
- Stylists
- Travel
- Health & Wellness

### Instagram Paid Advertising Stats:

- 44% of people use Instagram for shopping and make a purchase weekly.
- 90% of Instagram users follow a professional or business account.
- 58% of folks become more interested in a brand after viewing an Instagram Story.

## How to Create [Facebook and Instagram Ads](#):

Create a new campaign > Choose a campaign objective > Select a budget and schedule > Create or select an audience > Select ad creative > Connect tracking and publish

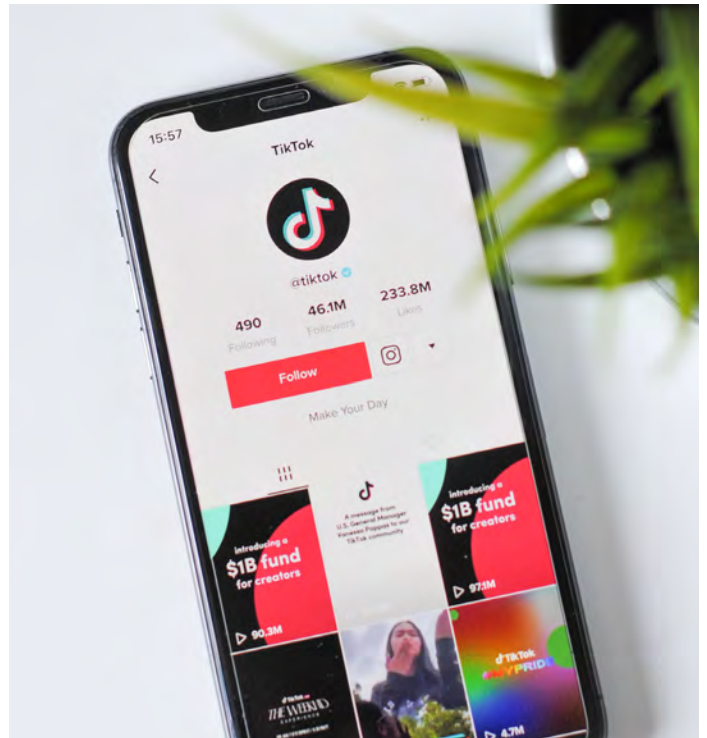
# 4

# TIKTOK ADS

In 2022, TikTok achieved a massive milestone by reaching 1 billion annual users. Additionally, it continues to grow as the sixth most used social media platform globally. That growth offers businesses new opportunities to leverage an entirely new audience.

Brands of any kind can start a business account, but that doesn't mean every company should leap into it without a strategy. Generally, the brands that find the most success on TikTok are [creative](#), [education](#), and [e-commerce](#) brands that know how to use the power of viral and video content.

So, if your goal is to promote products and increase brand awareness that feels less like advertising and more organic, you have to use TikTok. Let's start by looking at some inspo.



## Best Practices for Marketers Taking on TikTok:

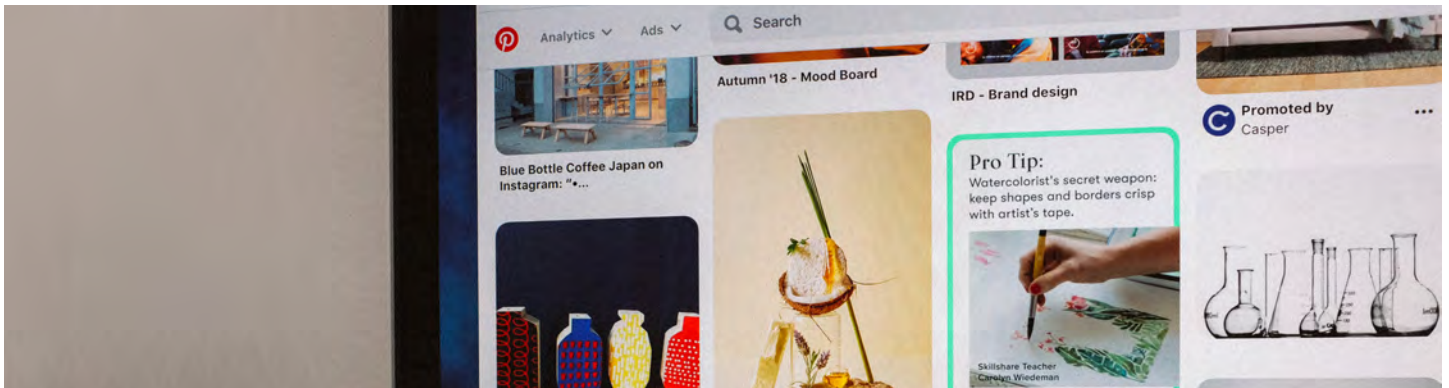
- Test targeting techniques to find the best way to reach your audience
- Lean into awareness-focused KPIs
- Take advantage of the "sound on" nature of this platform by getting creative with audio
- Refresh content often to stand out in a busy and fast-paced feed
- Test various video lengths to find what works best to convert your targeted users
- Stay nimble and on top of the ever-evolving viral trends on the platform

## How to Create a TikTok Ad:

Choose your goal > Select your audience  
> Set your budget > Design your ad

## TikTok Paid Media Success Stories:

- [Duolingo](#) used In-Feed Ads to grow their following by 1,400% and averaged a 39% click-through-rate.
- [Sephora](#) used TikTok ads to serve fun content to their followers that increased their engagement rate by 40% and lowered their cost per follower by 600%.
- [The University of Strathclyde](#) used TikTok to increase brand awareness and student enrollment with ads that saw 1.47 million impressions and 14 thousand clicks.



Pinterest ads bring integrated, visual-first formats that inspire, rather than interrupt, the user experience. Often underutilized by digital marketers, Pinterest offers a large potential reach of engaged customers who are actively searching for your products.

Pins can show up on a user's feed months after initially being posted since the feed is search-engine based rather than timeline based- giving them a much longer lifespan than posts on other social media platforms.

## E-Commerce Brands that Should Use Pinterest Advertising:

- [Home Decor](#)
- [Cooking](#)
- [Fashion](#)
- [Beauty & Wellness](#)

## Best Practices for Pinterest Ads

- Use high-quality, vertical images and subtly add your logo
- Incorporate clear calls to action in the Pin's description
- Customize your ad copy based on common Pinterest search queries

## How to Launch a Pinterest Ad

Select the pins you want to promote >  
 Publish your organic pins >  
 Add details to your ads >  
 Launch and monitor

## Pinterest Advertising Stats

- Advertisers can reach more than 200 million people on Pinterest.
- 75% of weekly Pinterest users say they're always shopping.
- Pins with "new" in overlay text lead to 9x higher aided awareness.





## Need Help With Paid Advertising?

Don't know where to start with your brand's paid media strategy? We strategize, build, and optimize paid media campaigns across almost all digital platforms. We thrive on using our extensive knowledge of these platforms to layer the pieces together to create an integrated ad strategy that nurtures sales for our clients.

When you partner with us, you get to collaborate with an experienced team of paid media professionals who use the latest technology to increase conversions, improve ROAS, enhance click-thru rates and engage your audiences. [Explore our Paid Media page to learn more about how we help brands succeed!](#)



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